

**ABSTRACT OF THE DISCLOSURE**

To provide a rotor magnet which is small in size and provided with high magnetic energy, a rotor magnet is formed by adding a SmFeN magnetic powder to a binder such as a polyamide. The SmFeN magnetic powder is provided in a size of about one-tenth that of an NdFeB magnetic powder. Therefore, the density of the magnetic powder in the magnet can be made uniform. Accordingly, there is not any dispersion of the magnetic poles when a number of poles are magnetized and the magnet can be made smaller since the maximum energy product of the magnet is higher than that of an SmCo series magnet.